

In The Claims:

SAC 1. (Twice Amended) A method for distributing electronic content comprising the steps of:

distributing a plurality of electronic content having predetermined user rights less than full user rights associated therewith;

B1 linking and distributing marketing information with each of said plurality of electronic content selections;

receiving the plurality of electronic content and associated marketing information;

filtering said plurality of electronic content with predetermined filter terms;

accepting one or more of said plurality of electronic content to form a selected content subset as a function of said marketing information matching said predetermined filter terms; and

storing the selected content subset for user review.

SAC 15. (Twice Amended) A system for distributing electronic content packages comprising:

a content provider having a plurality of electronic content;

B2 a broadcast center coupled to the content provider for receiving said plurality of electronic content and transmitting said plurality of electronic content with marketing information, said plurality of electronic content having predetermined limited rights less than full rights associated therewith;

a user appliance having a filter therein, said appliance coupled to said broadcast center for receiving said plurality of electronic content with marketing information, said filter filtering the plurality of electronic content with predetermined filter terms and accepting one or more of said plurality of electronic content to form a selected content subset as a function of said filter terms and marketing information.

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16. (Twice Amended) A broadcast center for electronic content comprising:
an electronic content store subsystem receiving electronic content from a content provider;
a content store for processing buy transactions from a requesting user and linking marketing information with said electronic content;
a server coupled to said content store for receiving said electronic content and said marketing information;
a transmitter coupled to said server for broadcasting said electronic content and said marketing information to a plurality of users with limited rights,
said content store coupled to said plurality of users so that when the requesting user requests a purchase of greater rights than the limited rights, said content store processes the buy transaction and initiates further rights in said electronic content for the requesting user without rebroadcasting said electronic content.

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19. (Twice Amended) A user appliance for a system comprising:
a receiver receiving a plurality of electronic content and associated marketing information, with limited rights in the electronic content;
a filter coupled to the receiver;
a storage device coupled to said filter,
said filter filtering the plurality of electronic content with predetermined filter terms and accepting one or more of said plurality of electronic content and its associated limited rights to form a selected content subset as a function of said filter terms and the marketing information, and after accepting, storing said selected content subset on said local storage device, said associated limited rights capable of being converted to greater rights upon receiving a decryption key without receiving additional electronic content.

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21. (Amended) A method for distributing electronic content to users in a system comprising:
simultaneously broadcasting to each user appliance of the system a plurality of electronic content samples having predetermined user rights less than full user rights associated therewith;

distributing marketing information with each of said plurality of electronic content samples;

receiving the plurality of electronic content samples and associated marketing information;

filtering the plurality of electronic content samples with predetermined filter terms;
and

accepting one of said plurality of electronic content samples to form a selected sample as a function of the marketing information matching said filter terms; and
storing the selected sample for user review.

R E M A R K S

Applicants wish to thank the Examiner for considering the present application. In the Final Office Action dated December 11, 2002, claims 1-21 are pending in the application. Applicants respectfully request the Examiner for reconsideration.

Claim 15 stands rejected under 35 U.S.C. §102(b) as being anticipated by *Payton* (5,790,935). Applicants respectfully traverse.

Claim 15 is directed to a system for distributing electronic content having a content provider, a broadcast center, and a user appliance. The broadcast center broadcasts the plurality of electronic content from the content provider to a user appliance. Claim 15 has been amended to clarify that the electronic content is broadcast with the marketing information and that the plurality of electronic content has predetermined limited rights less than full rights associated therewith. The user appliance receives all of the plurality of electronic content but does not store all of it therein. A filter is provided that filters the electronic content with predetermined filter terms and accepts the plurality of electronic content based on the marketing information and the corresponding filter terms. Advantageously, the present invention allows broadcasts to each of the users while the user appliances only store content at the user appliance that may be of interest to the particular user in accordance with the filter terms. As will be evident below, a centrally located subscriber database having likes and dislikes therein is not required because the marketing information is broadcast with the electronic content. The present invention may be thus deemed more private.

For a proper §102 rejection, each and every one of the elements must be found in the reference. Applicants respectfully submit that *Payton* has several deficiencies. The *Payton*